

What is claimed is:

1. A body taste improver comprising a long-chain highly unsaturated fatty acid and/or an ester thereof as a main component and a body taste-increasing component.
- 5 2. A body taste improver according to Claim 1, wherein the body taste-increasing component is  $\alpha$ -tocopherol and/or an iron component.
3. A body taste improver according to Claim 2, comprising  $\alpha$ -tocopherol in an amount of 50 ~ 15,000 ppm.
- 10 4. A body taste improver according to Claim 2, wherein an  $\alpha$ -tocopherol content is 50% or more of a total tocopherol.
5. A body taste improver according to Claim 2, comprising the iron component in an amount of 0.5~100 ppm as of Fe.
- 15 6. A body taste improver according to any one of Claims 1-5, wherein the long-chain highly unsaturated fatty acid is an n-6 long-chain highly unsaturated fatty acid.
7. A body taste improver according to Claim 6, wherein the long-chain highly unsaturated fatty acid is arachidonic acid.
8. A body taste improver according to Claim 7, wherein the arachidonic acid is derived from a microorganism.
- 20 9. A method for increasing the effect of a body taste improver comprising a long-chain highly unsaturated fatty acid and/or an ester thereof, comprising adding a body taste-increasing component to the body taste improver.
10. A method according to Claim 10, wherein the body taste-increasing component is  $\alpha$ -tocopherol and/or an iron component.
- 25 11. A body taste improver comprising a long-chain highly unsaturated fatty acid and/or an ester thereof derived from vegetable oil selected from the group consisting of borage oil, evening primrose oil, rose hip oil and Ribes Nigrum oil.
12. A body taste improver according to Claim 11, which is the body taste improver comprising the long-chain highly unsaturated fatty acid and/or the ester thereof derived from borage oil.
- 30 13. A vegetable fat and oil composition comprising the body taste improver of Claim 11 or 12.
14. A vegetable fat and oil composition according to Claim 13, wherein an  $\alpha$ -linolenic acid content is 5% or less.
- 35 15. A vegetable fat and oil composition according to Claim 13 or 14, wherein an oleic acid content is 20~86%, and /or a linoleic acid content is 3~25%.

16. A vegetable fat and oil composition comprising a long-chain highly unsaturated fatty acid and/or an ester thereof, wherein an  $\alpha$ -linolenic acid content is 5% or less.
- 5 17. A vegetable fat and oil composition according to Claim 16, wherein a content of the long-chain highly unsaturated fatty acid and/or the ester thereof is 10~100,000 ppm as of the long-chain highly unsaturated fatty acid.
18. A vegetable fat and oil composition according to Claim 16 or 17, wherein an oleic acid content is 20~86%, and /or a linoleic acid content is 3~25%.
- 10 19. A vegetable fat and oil composition according to any one of Claims 16~18, wherein the long-chain highly unsaturated fatty acid is an n-6 long-chain highly unsaturated fatty acid.
20. A vegetable fat and oil composition according to Claim 19, wherein the long-chain highly unsaturated fatty acid is arachidonic acid.
- 15 21. A vegetable fat and oil composition according to Claim 20, wherein the arachidonic acid is derived from a microorganism.
22. A food having an improved body taste, comprising the body taste improver according to any one of Claims 1~8, 11 and 12, or the vegetable fat and oil composition according to any one of Claims 13-21.
- 20 23. A method for improving body taste of a food, comprising adding the body taste improver according to any one of Claims 1~8, 11 and 12, or the vegetable fat and oil composition according to any one of Claims 13-21 to the food.
- 25 24. A method for improving body taste of a food, comprising separately adding a long-chain highly unsaturated fatty acid and/or an ester thereof, and a body taste-increasing component to the food.